




11.5"
10.5"
2.5"
3.25"

The Benson & Hedges Home Collection Catalog



Featuring distinctive items chosen to enhance your surroundings.

To request your copy of this exclusive catalog, simply call 1-800-2-BENSON (1-800-223-6766).

Limited to primary 22 years of age or older. Void in Norway. Allow 6-8 weeks for mailing delivery. Cut by Feb. 28, 1997.

© Philip Morris Inc. "King," "10 mg." and "tar" are registered trademarks of Philip Morris Inc.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

LEO BURNETT JOB INFORMATION

PRINT

Ad No. 692-B4
 Req. No. M49105
 Brand Benson & Hedges
 Packaging Box FF
 Title Catalog 1/3 Pg 410
 Medium Mag TOP
 Description Ocean Drive
 Area 37.32 Sq. in.
 First Sched. Cover Date Nov 1996
 Warning Exp. Low NO C D
 T&E Size 8 Pt.
10 or less dots, no halftone

APPROVALS

Print Service CLX-8/11A/96
 Agency Legal _____
 Client Service _____
 Brand _____
 PM Legal M. Schmitt
 PM Legal Changes/Comments/Date _____

Agency Legal _____
Confirmation of changes above
 by client

Exhibit 1(a)

Rpt. Unisvers Light Crod.(8.25/9 Capses TNN 10)

Scale: 1" = 1"

Bleed: 3.25 x 11.5 inches

Live: 2.5 x 10.5 inches



Product: Philip Morris Inc. 10 mg. nicotine av. per cigarette by FTC method. (9400) 311-811-1111 Other
 Agency: Worldwide - 817-4755
 Client: Philip Morris Inc.
 Order: Philip Morris Inc. P.O. Centerbury, Georgia, Atlanta, Georgia